

# Media Production

Career Cluster	Arts, A/V Technology, Communications
Course Code	11151
Prerequisite(s)	Recommend: Multi-Media Design
Credit	0.5
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Level I pathway course – Level II pathway course – Multimedia Design – <b>Media Production</b> – capstone experience
Student Organization	SkillsUSA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours,
Industry Certifications	Student can work toward Adobe Certified Associate(ACA) Certification in Adobe Products ( <a href="http://www.adobe.com/education/certification-programs.html">http://www.adobe.com/education/certification-programs.html</a> )
Dual Credit or Dual Enrollment	None
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology; *Multimedia
Resources	ISMFilms.com, vtc.com, youtube.com

## Course Description:

Media Production focuses on technical skills and knowledge in all phases of Media Production. Students will also explore equipment operation, software applications, careers, social networking, and media law.

## Program of Study Application

Media Production is a Level IV pathway course appropriate for all four pathways in the Arts, A/V Technology & Communications cluster: Printing Technology/Journalism & Broadcasting, Telecommunications/A-V Technology & Film, Visual Arts, and Performing Arts. It is recommended that Media Production would be preceded by Multimedia Design. Completion of Media Production would prepare a student for a capstone experience.

**Course Standards****MP 1 Develop an Awareness of Career Opportunities and Professionalism in Media Production**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Two Skill/Concept	MP 1.1 Identify personal interests and abilities related to media production careers. Examples: <ul style="list-style-type: none"> <li>• identify personal creative talents</li> <li>• identify technical/production talents</li> </ul>	
Two Skill/Concept	MP 1.2 Investigate career opportunities, trends, and requirements related to media production careers Examples: <ul style="list-style-type: none"> <li>• Research job opportunities</li> <li>• Investigate trends associated with media production</li> <li>• Discuss related career pathways</li> </ul>	
Three Strategic Thinking	MP 1.3 Demonstrate Employability Skills required by business and industry Examples: <ul style="list-style-type: none"> <li>• Attendance and punctuality</li> <li>• Positive attitude</li> <li>• Positive work ethic</li> <li>• Use of Proper Social Skills</li> <li>• Display ability to work as part of a team and take direction from others</li> </ul>	
Three Strategic Thinking	MP 1.4 Describe and Apply Principles of Media Law Examples: <ul style="list-style-type: none"> <li>• Identify and apply principles of copyright</li> <li>• Explore the Federal Communications Commission's (FCC) role in mass media</li> <li>• Predict consequences of media misuse</li> <li>• Role-play filmmaker explaining "informed consent" to subject</li> </ul>	

**Notes**

**MP 2 Evaluate Information in Media**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Four Extended Thinking	MP 2.1 Evaluate Web-Based Social Networks Examples: <ul style="list-style-type: none"><li>• Distinguish differences in media delivery</li><li>• Differentiate among fact finding sites</li><li>• Critique numerous social media sites</li></ul>	
Two Skill/Concept	MP 2.2 Categorize Digital Media Communication Examples: <ul style="list-style-type: none"><li>• Compare differences in media</li><li>• Explain media biases</li></ul>	
Three Strategic Thinking	MP 2.3 Evaluate information in the media Examples: <ul style="list-style-type: none"><li>• Distinguish role of society in media</li><li>• Determine source credibility</li><li>• Analyze the impact of print and television commercials</li></ul>	

**Notes**

**MP 3 Exhibit basic skills in operating production equipment**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Three Strategic Thinking	MP 3.1 Demonstrate skills and safety procedures used in video production Examples: <ul style="list-style-type: none"><li>• Select equipment based on a specific project</li><li>• Demonstrate skills with specific pieces of equipment</li><li>• Discuss basic equipment care, how to maintain batteries, use of auxiliary power</li><li>• Discuss problems that occur in different production scenarios</li><li>• Demonstrate safety practices for both operator and equipment</li></ul>	

**Notes**

**MP 4 Produce Media for Distribution using Phases of Production**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Four Extended Thinking	MP 4.1 Design and connect production plans, techniques, and roles Examples: <ul style="list-style-type: none"> <li>• Brainstorm new ideas for a media project</li> <li>• Create a Script and Storyboard with a coherent theme</li> <li>• Evaluate/Revise Scripts and Storyboards</li> <li>• Analyze edited projects for shot composition and/or sound quality</li> <li>• Develop cast, director, props, locations, and sets</li> </ul>	
Three Strategic Thinking	MP 4.2 Utilize Production Plan to Capture raw Media Footage Examples: <ul style="list-style-type: none"> <li>• Prepare set (site location), cast, and equipment</li> <li>• Ensure proper lighting and sound</li> <li>• Record from multiple angles and takes</li> </ul>	
Four Extended Thinking	MP 4.3 Produce a Final Media Project Using an Editing Software Examples: <ul style="list-style-type: none"> <li>• Combine all raw media footage</li> <li>• Insert Special Effects, Animation, Layer Audio, Visual Effects, Transition, Title Pages, Credit,</li> <li>• Review and Edit for Corrections</li> </ul>	
Three Strategic Thinking	MP 4.4 Prepare finished production for distribution via desired delivery format Examples: <ul style="list-style-type: none"> <li>• Render Final Media Production</li> <li>• Research the publishing formats available for your media</li> <li>• Evaluate the publish format for a specified end use of media.</li> <li>• Publish media to external sources</li> </ul>	

**Notes**